

# Trends

in Sport Technology  
You Can't Ignore

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# Wearables

1

Wearable technology, such as **fitness tracking devices and smartwatches**, is expected to continue to be popular and evolve to offer more advanced features.

# Virtual and Augmented Reality

2

Virtual reality (VR) and augmented reality (AR) are expected to be increasingly used in sport, both for training and for **enhancing the fan experience.**

# Smart Stadiums

3

Stadiums are expected to become **more connected and interactive**, with technology such as Wi-Fi, mobile apps, and interactive kiosks.

# Analytics and Data

4

The use of analytics and data to **improve performance, optimize training, and inform strategy** is expected to continue to be a key trend in sport technology.

# Biometric Sensors

5

The use of biometric sensors to monitor and analyze athletes' **physical and physiological data** is expected to become more widespread.

# Video Assistant Referees (VAR)

6

The use of VAR to assist referees in making decisions is expected to continue to be a controversial but **increasingly common trend** in sport.

# Drones

Drones are expected to be used more frequently in sport for tasks such as **filming, scouting, and analyzing performance.**



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